

**STATE OF WISCONSIN
CLASSIFICATION SPECIFICATION**

**TOURISM COORDINATOR
CLASSIFICATION SERIES**

I. INTRODUCTION

A. Purpose of This Classification Specification

This classification specification is the basic authority under ER 2.04, Wis. Adm. Code, for making classification decisions relative to present and future professional positions which function as Tourism Coordinators in the Wisconsin Department of Tourism. This classification specification is not intended to identify every duty which may be assigned to positions, but is intended to serve as a framework for classification decision making in this occupational area.

Classification decisions must be based on the “best fit” of the duties within the existing classification structure. The “best fit” is determined by the majority (i.e., more than 50%) of the work assigned to and performed by the position when compared to the class concepts and definition of this specification or through other methods of position analysis. Position analysis defines the nature and character of the work through the use of any or all of the following: definition statements; listing of areas of specialization; representative examples of work performed; allocation patterns of representative positions; job evaluation guide charts, standards or factors; statements of inclusion and exclusion; licensure or certification requirements; and other such information necessary to facilitate the assignment of positions to the appropriate classification.

B. Inclusions

This classification series encompasses professional positions which function as Tourism Coordinators. Positions allocated to this classification series perform professional analytical, coordinative, and administrative duties necessary to administer tourism areas of specialization in which the State provides services to the tourism industry. Positions allocated to this class coordinate complex areas of specialization in the following areas: advertising, education, film promotion, heritage, international, public relations, promotions, and research.

C. Exclusions

Excluded from this classification series are the following types of positions:

1. Positions that do not spend the majority of their time (50% or more) performing professional Tourism Coordinator duties.
2. Positions that spend the majority of their time performing Agricultural Marketing Specialist duties.
3. Positions that spend the majority of their time performing Communication Specialist duties in a state agency other than the Department of Tourism.

4. Positions that spend the majority of their time performing Marketing Specialist duties in a state agency other than the Department of Tourism.
5. All other positions which are more appropriately identified by other classification specifications.

D. Entrance Into and Progression Through This Series

Employees enter positions within this classification series by competitive examination. Progression to the Senior level will occur through reclassification.

E. Terminology

1. Areas of Specialization:

- **advertising:** attracting public attention to the tourist attractions and events offered in the State of Wisconsin.
- **education:** educating the public and tourism industry regarding effective ways to improve the tourism industry in Wisconsin.
- **film promotion:** encourage persons to produce films in Wisconsin that will enhance the image of this state, its communities and countryside.
- **heritage:** establish, administer, and coordinate state and local participation in a heritage tourism program to assist political subdivisions in assessing the resources available for heritage tourism, analyzing current interest in heritage tourism and developing and implementing plans to increase heritage tourism.
- **international:** extending tourism opportunities for tourists in other countries who may be interested in Wisconsin attractions.
- **public relations:** promoting a favorable relationship between the Department of Tourism and the public.
- **promotions:** disseminating information to gain public interest in Wisconsin events and attractions.
- **research:** collection and evaluation of consumer and industry data used to develop marketing strategy.

2. Complexity: Considers the nature, number, and variety of task inputs (information and materials received); the degree to which actions to be taken are pre-established or standardized; the nature, number, and variety of steps, methods, or processes needed to complete each task; and the number and variety of tasks needed to accomplish each goal
3. Coordinator: An employee who is assigned duties which include planning, organizing, scheduling, tracking, evaluating, and directing the flow of work, and completion of projects; as well as handling complex assignments within the area of coordination. Coordinators do not have supervisory authority as defined under Wis. Stats. 111.81(19).
4. Lead Worker: An employee whose assigned duties include training, assisting, guiding, instructing, and assigning and reviewing the work of one or more employees in his or her work unit. Lead workers do not have supervisory authority as defined under s. 111.81(19), Stats.

5. Policy: A broad guideline or framework within which decisions are made regarding the distribution of program resources or benefits. Policy controls the nature of program outputs by defining what will be done, for whom it will be done, and the priorities to be applied to specific program objectives.
6. Procedure: The specific steps, rules, or methods followed in order to accomplish program objectives or implement policies.
7. Project: A coordinated set of analytic activities aimed at reaching a conclusion, recommendation or decision on a specific question, problem, or issue. Projects do not continue indefinitely, but are expected to end in the foreseeable future when the conclusion, etc., is reached. A project differs from a program in that it has narrower scope, is situational in focus, and is temporary in duration.

III. DEFINITIONS

TOURISM COORDINATOR

Positions allocated to this level perform Tourism Coordinator work on an entry level basis. Work is performed under close progressing to limited supervision.

TOURISM COORDINATOR - SENIOR

Positions allocated to this class spend the majority of time coordinating tourism areas of specialization. Duties assigned to the coordinator of an area of specialization include: recommend and establish short and long-term goals; plan and organize the work to accomplish goals; establish and evaluate procedures; develop, implement, and evaluate projects designed to accomplish goals; develop, administer, monitor, and evaluate area budget; create reports summarizing results; direct the flow of work utilizing Tourism and industry staff; represent the Department as the area of specialization expert; evaluate and make recommendations for the continuous improvement of the area of specialization; negotiate legal contracts; participate in the development of legislation, administrative codes, and statutes for the assigned area; may be assigned lead worker duties. Work is performed in accordance with area guidelines and is reviewed through program reports and progress conferences under general supervision.

Representative Positions:

Heritage Tourism Coordinator: This position provides coordination of heritage tourism programs within the state using historic preservation as an integral foundation for travel development. Provides information and technical assistance on the program and provide a summary and evaluation to the Governor and Legislature at the conclusion of each fiscal year. Publicize the program through media contacts, conferences and speeches; monitor the budget and fiscal impacts and changes in attitudes produced by tourism project sites; solicit, review, evaluate and select project sites; negotiate legal agreements for community or region to participate in the program; coordinate and develop training programs and promotional materials; and develop written summary reports on program progress.

Advertising Coordinator: This position provides coordination of the planning, development, implementation, and evaluation of the Department's consumer advertising program. This program includes the Spring/Summer, Fall, Winter, Multicultural, and Joint Effort Marketing banner advertising. Develop and monitor the advertising budget; direct the efforts of the professional staff at the Department's contracted advertising agency to plan, develop, implement

and evaluate each advertising campaign; negotiate with media representatives to purchase media buys; and provide advice to the tourism industry regarding tourism marketing efforts.

IV. QUALIFICATIONS

The qualifications required for these positions will be determined at the time of recruitment. Such determinations will be made based on an analysis of the goals and worker activities performed and by an identification of the education, training, work, or other life experience which would provide reasonable assurance that the knowledge and skills required upon appointment have been acquired.

V. ADMINISTRATIVE INFORMATION

This classification series was created as a result of the Tourism study, part of the Professional Program Support Personnel Management Survey, which was implemented effective May 11, 1997 and was announced in Bulletin CC/SC-66. The Tourism Coordinator classification titles were modified effective May 18, 2003 and announced in Bulletin MRS-SC-158 as a result of the WPEC Broadbanding and Class Collapsing Survey.

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